

ABSTRACT

A method is provided for selling a perishable-receiving premium container, the method including providing the container adjacent to a display of a perishable, wherein the
5 container is adapted to be used by a consumer to place the perishable into the container; charging the consumer for the perishable; and charging the consumer for the container based on indicia on the container. In addition, a method is provided for offering a consumer a choice between disposable perishable-receiving containers, the method including providing a premium container adjacent to a perishable; providing a standard
10 container adjacent to the perishable; allowing the consumer to choose between the standard and premium containers; and charging the consumer for the container chosen based on indicia on the container, wherein the charge for the premium container is greater than the charge for the standard container.

15